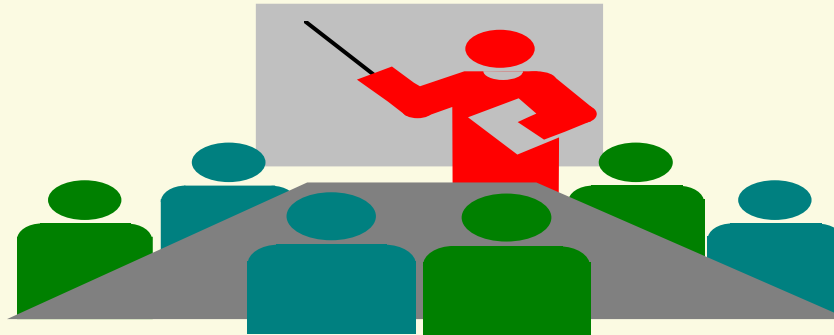


# Management For Results

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## Module-11

### Marketing made easy








 **Innovative Business Improvements Pvt. Limited**

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# How to Become a “Smart Marketer”?

## Learn



-  The art of placing your product/services in the hands of customers
-  Techniques for selling, pricing, packaging, distribution and public dealings
-  How to persuade target group of customers to buy only your products ?
-  The art of allocating resources to achieve your specified objectives
-  To build your strategy around potential customers for producing results

# How to Become a “Smart Marketer”?

## Learn







- 📄 How to identify people who need your products and will actually buy it?
- 📄 To tackle unique perceptions, beliefs and myths of your customers
- 📄 Understand needs, problems, expectations of customers and market trends
- 📄 To focus your energy and resources only on the prime objectives
- 📄 Learn not to depend on your eyes if your imagination is out of focus

# Let Us Prepare a Marketing Plan?

Learn the process of reaching the customer






-  **Understand your industry very thoroughly**
-  **Identify your potential target markets specially the nearest**
-  **Identify strengths and weaknesses of all your competitors**
-  **Establish pricing/ product positioning/ distribution channels**

# Let Us Prepare a Marketing Plan?

Learn the process of reaching the customer






-  **Identify subsidiary channels to easily achieve your goals**
-  **Keep zero inventory and optimum advertising budget as your goal**
-  **Keep only result oriented people in your marketing team**

# Let Us Prepare a Marketing Plan?

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**Learn the process of reaching the customer**



-  **Understand your industry very thoroughly**
-  **Identify your most potential / nearest markets**
-  **Identify your competitors and strategically beat them on all fronts**

# Let Us Prepare a Marketing Plan?

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Learn the process of reaching the customer






 Establish effective pricing, product positioning and distribution policies

 Identify all possible subsidiary channels to achieve your marketing goals

# Role of Research in Marketing






-  **Research is probing the facts which normally you may not know**
-  **Identify factors outside your company that may affect your results**
-  **Base research on your observations, experience and belief system**



# Role of Research in Marketing



-  **Review information using vision as frame work and filter**
-  **Probe potential customers, target markets and competitors**
-  **Ascertain perceived value of your products and their unique features**

# Role of Research in Marketing?

📄 Use analytical questioning techniques and micro observations



📄 Superior ideas emerge only when we say we do not know






📄 Talk to as many people as you can to ascertain true facts

📄 Tap all available sources and express gratitude to all concerned

📄 Ask all possible but only relevant questions intelligently

# Points to Remember!



-  **Know clearly what you have and what you want to be!**
-  **To excel, back up your intention with consistent action plan**
-  **Implement strategy systemically while monitoring each step**
-  **Use focus and flexibility & finite not infinite as key drivers**
-  **Win customer's trust before booking his order**

# Points to Remember!



- 📄 **Mass marketing in early stages is too expensive**
- 📄 **Keep your prime focus on customer's delight & satisfaction**
- 📄 **Concentrate on customers sharing common characteristics**
- 📄 **Focus making money while doing some good for the society**

# Where Will Your Product Fit in the Market?



- 📄 Use positioning as your prime strategy
- 📄 Turn your passion into position for sure success in business
- 📄 Distinguish and define your product as unique
- 📄 Create powerful brand image while entering the market
- 📄 Present your product image before your competitors do it for you
- 📄 Price: cheap or expensive but not costly

# Where Will Your Product Fit in the Market?



- ☞ **Quality:** guaranteed and backed up with return policies or not
- ☞ **Service:** customer service/support provided or not
- ☞ **Distribution:** how will it reach the customer?  
Distribution network
- ☞ **Packing:** your intended message as strong statement
- ☞ **Identify your strongest point and provide practical demonstration**
- ☞ **Follow big bull in a small pasture policy and then expand pasture**

# **It Was A IBI Presentation**

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**Thank you  
For  
Your time  
And  
Attention**

